

Using Cisco Press Books for Student Success

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Executive Editor

Cisco Press

Today's Agenda

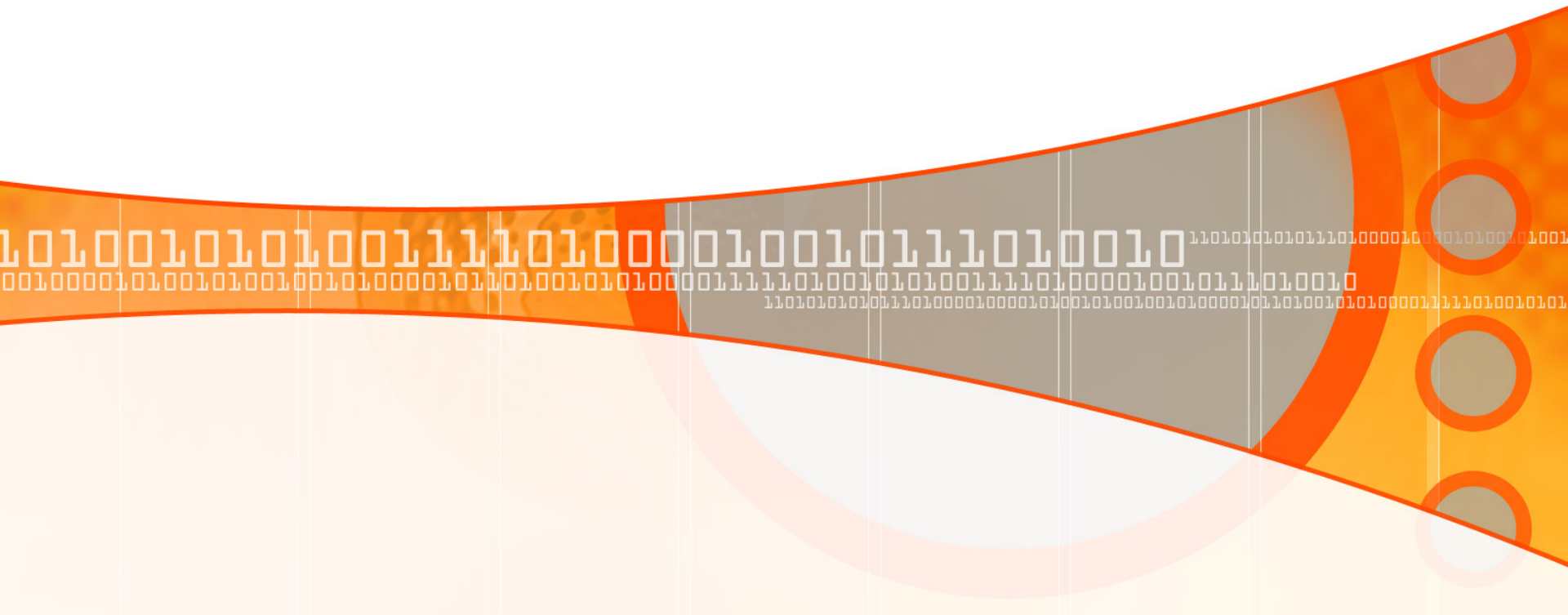
Part 1: Presentation

- What Cisco Press learning resources are available for your students?
- What are the instructor resources for Cisco Press products?

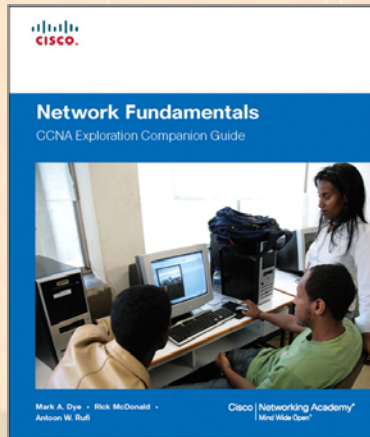
Part 2: Discussion

- Review product features and share best practices

Academy Course Resources



Academy Course Resources



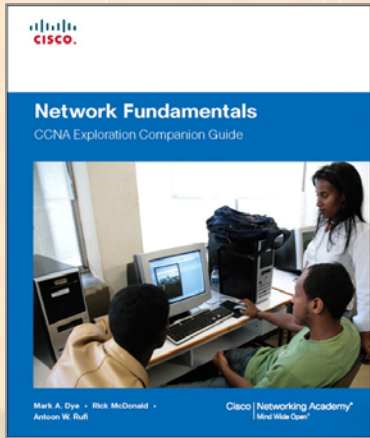
Companion Guides

Companion Guide: Portable desk reference that reinforces the online course

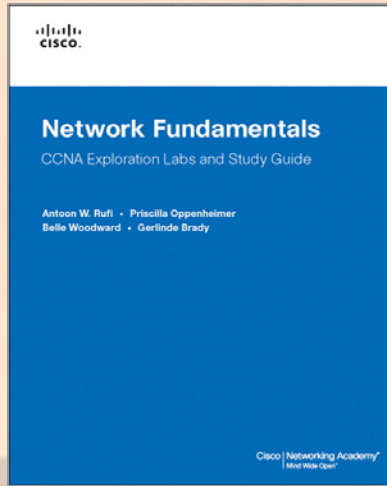
Available for all CCNA Exploration, IT Essentials, and Network Security courses



Academy Course Resources



Companion
Guides



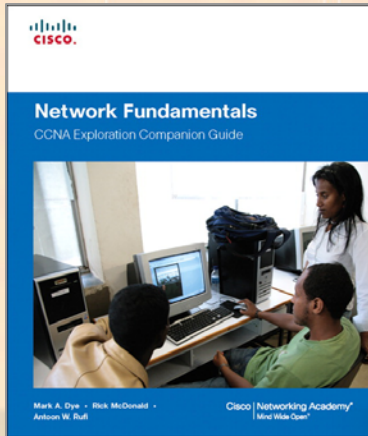
Lab & Study
Guides

Labs & Study Guide: Hands-on practice and learning workbook

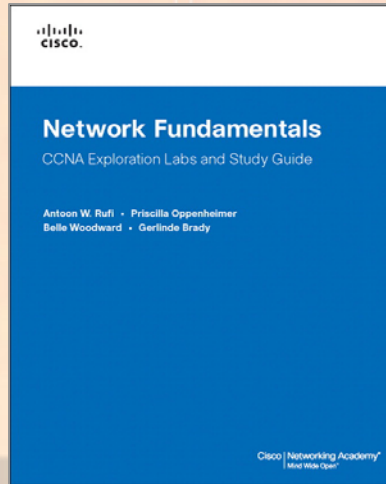
Available for all CCNA Exploration and IT Essentials courses



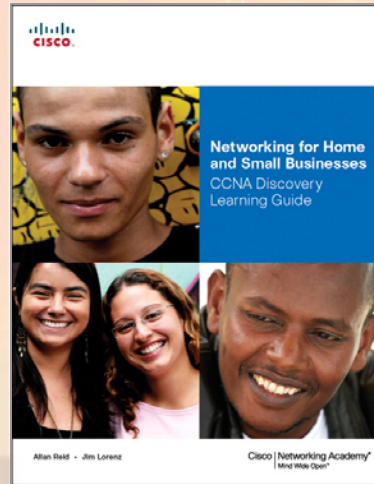
Academy Course Resources



Companion
Guides



Lab & Study
Guides

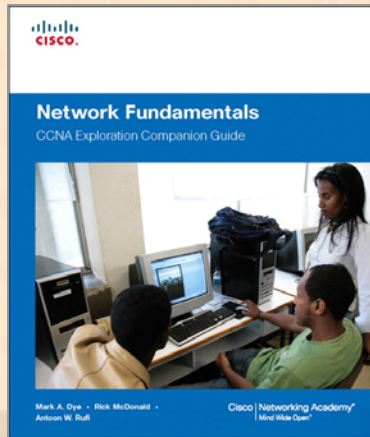


Learning
Guides

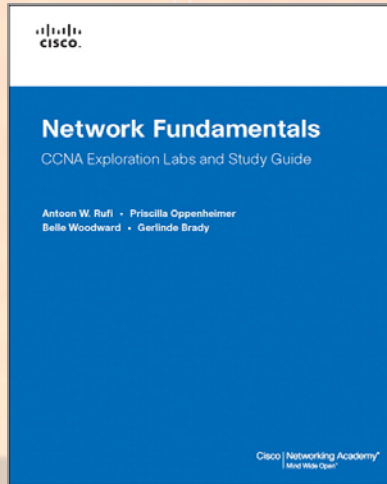
Learning Guide: Single-source support, combining elements of the Companion Guide and the Labs & Study Guide

Available for all CCNA Discovery courses

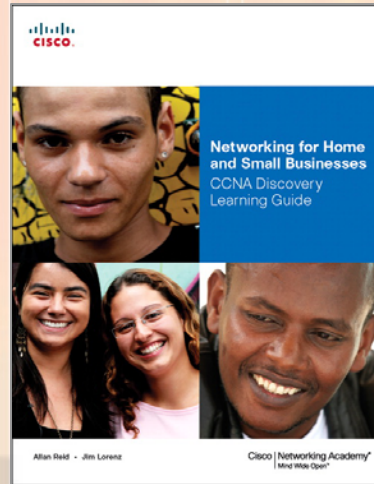
Academy Course Resources



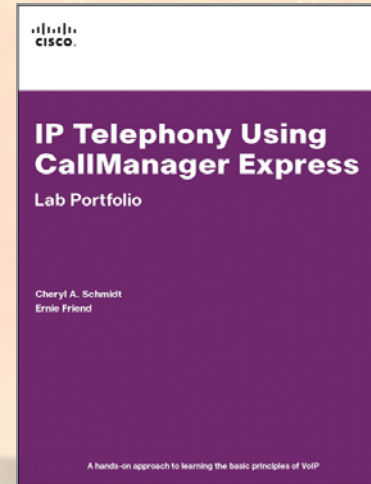
Companion
Guides



Lab & Study
Guides



Learning
Guides

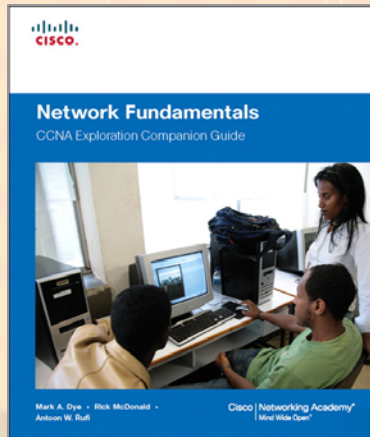


Lab Portfolios

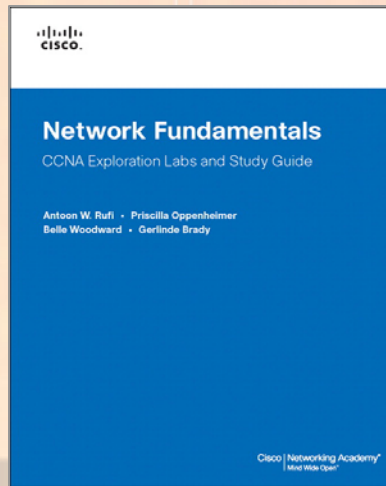
Lab Portfolio: Labs for instructional learning and concept reinforcement

Available for all CCNP courses, and for IP Telephony

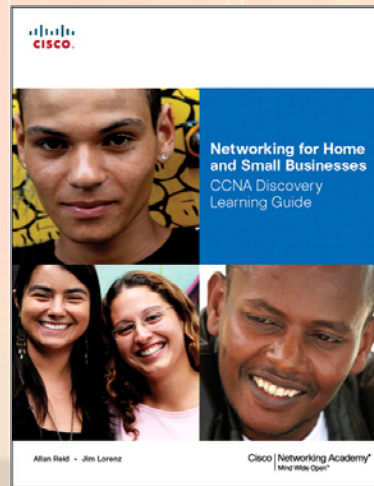
Academy Course Resources



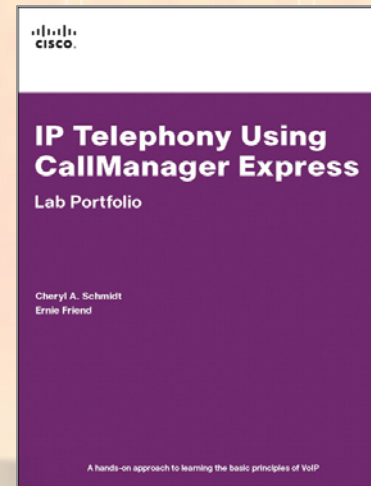
Companion
Guides



Lab & Study
Guides



Learning
Guides



Lab Portfolios



31 Days

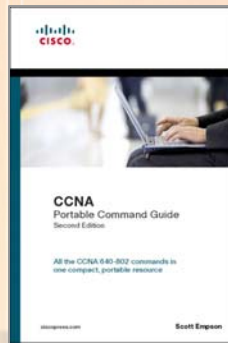
31 Days: Exam preparation and topical review during the crucial final month of certification preparation

Available for CCENT, and CCNA 640-801, with 640-802 due in Fall 2008

Certification Preparation Resources



Exam
Certification
Guides



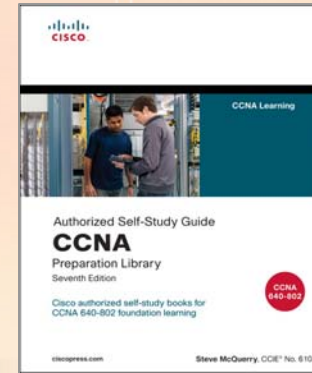
Portable
Command
Guides



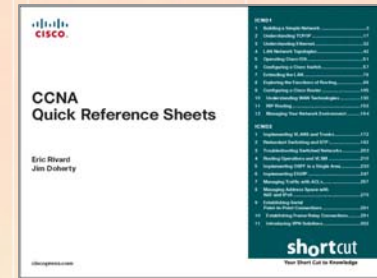
Video
Mentors



Flash Cards
& Exam
Practice Pack



Self-Study
Guides



Quick
References

CCNA products from Cisco Press: A wide array of learning tools, including video, electronic, print, and eBooks from the No. 1 market leader in CCNA publishing

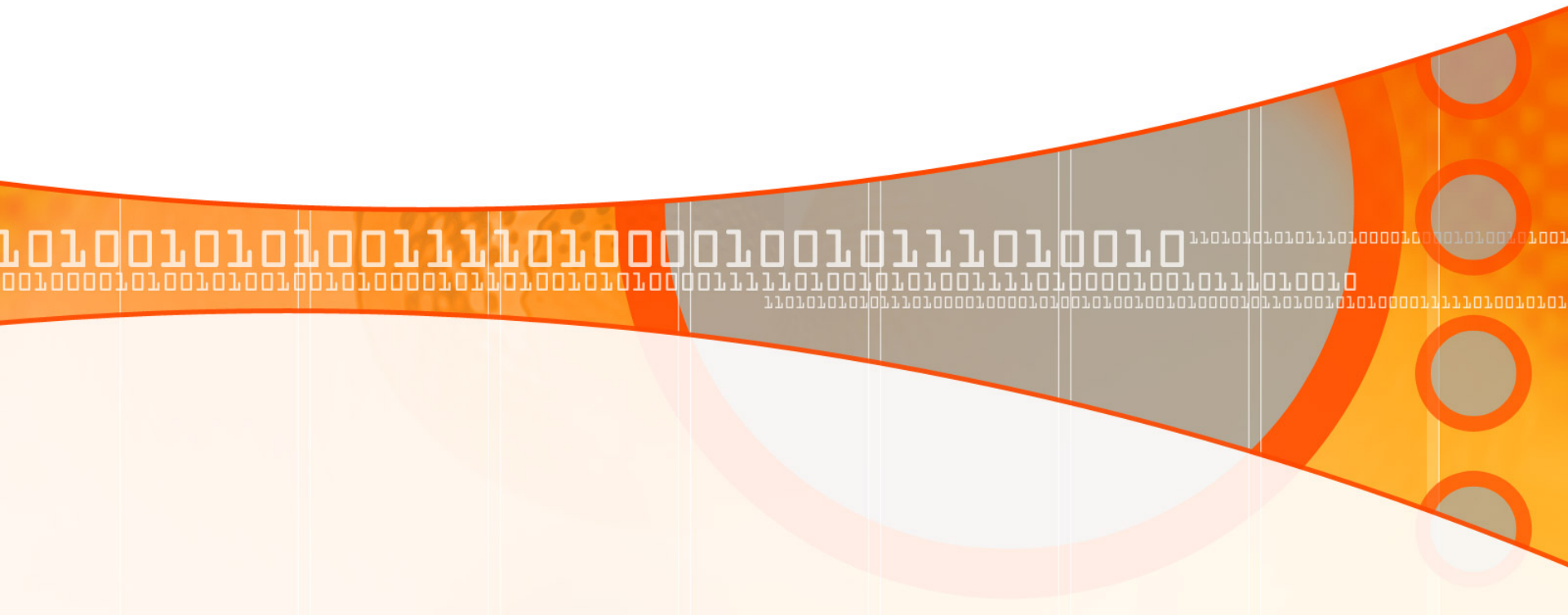


What book for what course?

	CCNA Discovery	CCNA Exploration	CCNA v 3.1	CCNP	IT Essentials	Network Security	IP Telephony
Companion Guide		✓			✓	✓	
Labs & Study Guide		✓	✓		✓		
Learning Guide	✓		✓				
Lab Portfolio				✓			✓
31 Days	✓	✓	✓				
Exam Certification Guide	✓	✓	✓	✓			
Portable Command Guide	✓	✓	✓	✓			
Video Mentor	✓	✓	✓	✓			
Flash Cards	✓	✓	✓				
Self-Study Guides	✓	✓	✓				
Quick Reference	✓	✓	✓	✓			



Cisco Press Instructor Resources



Who is my Sales Rep? (College)

1

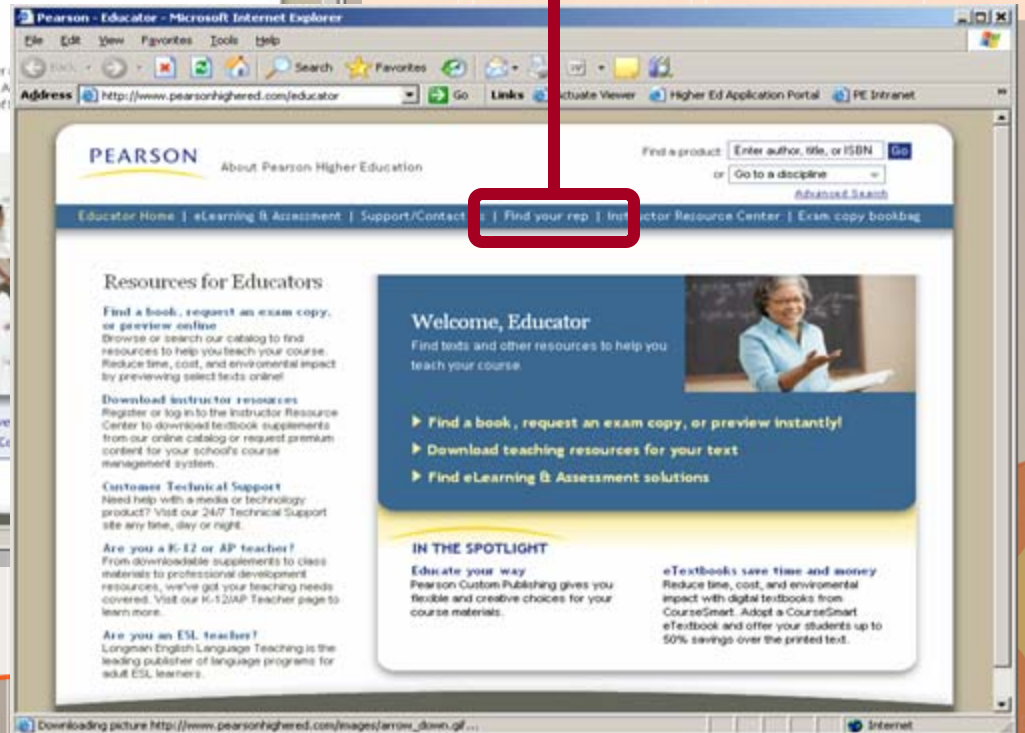
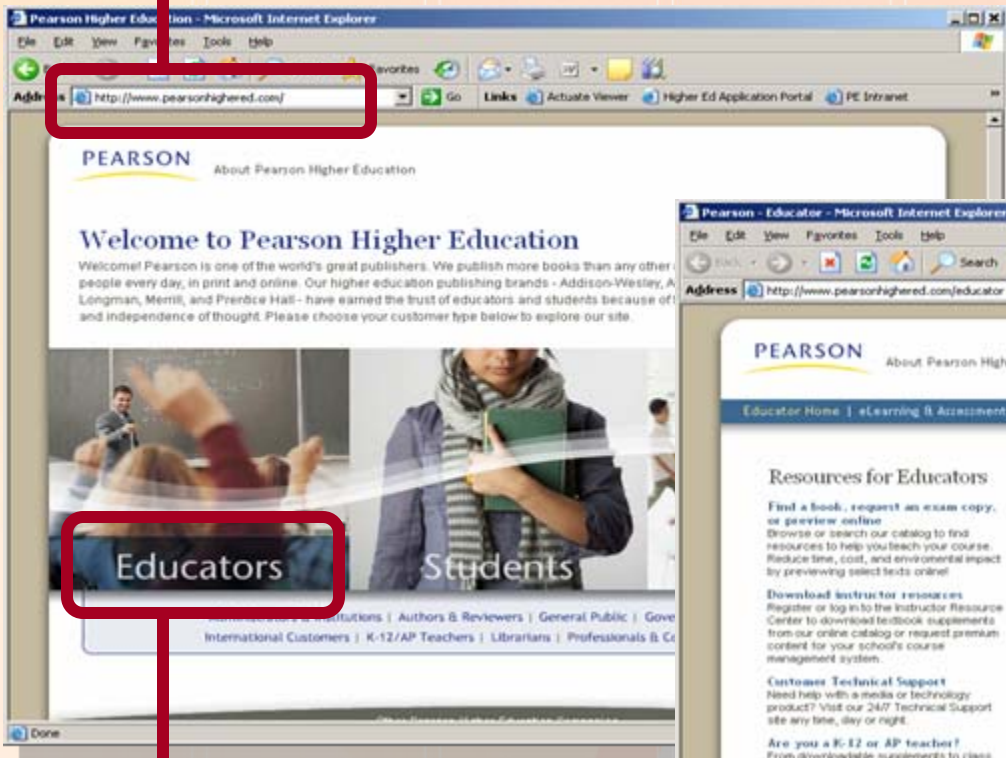
Visit: www.pearsonhighered.com

3

Click on
"Find your rep"

2

Click on
"Educators"



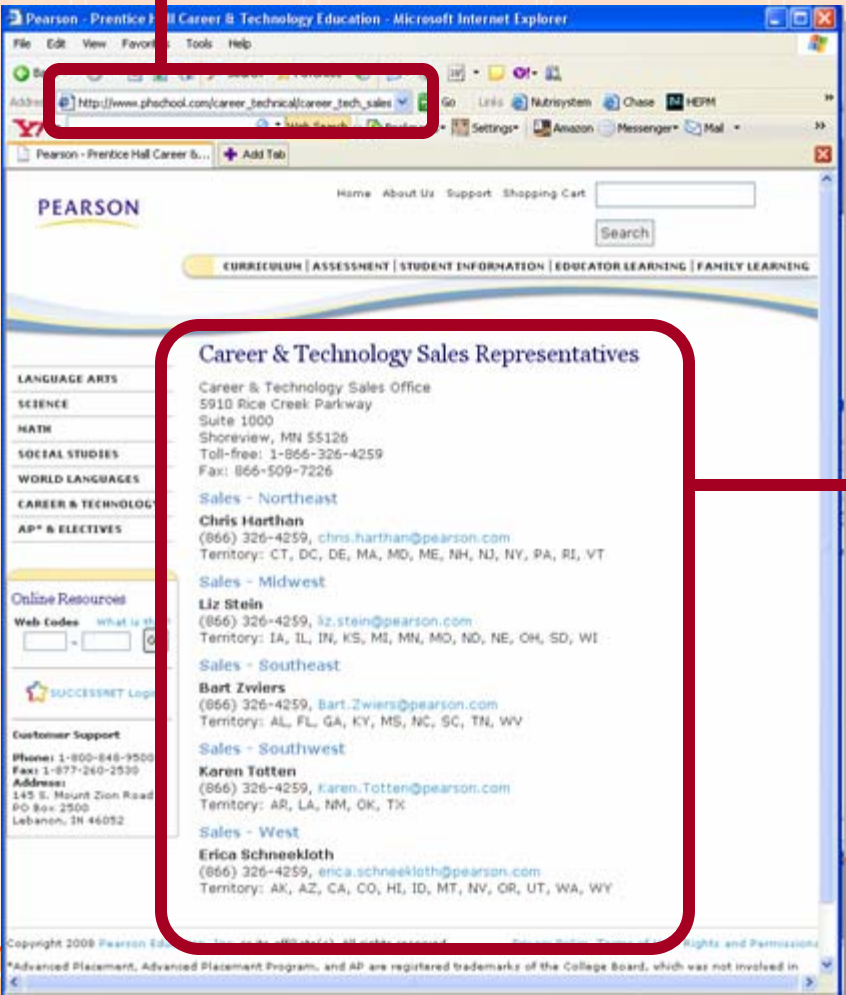
Who is my Sales Rep? (High School)

Visit: PearsonSchool.com/careertech

1

1a

Or Call:
866-326-4259



2

Sales Reps are listed by state



Where do I get support items?

1

If already registered: Put ISBN here to access support materials

Find a product:

3

If new to site: Register here for access

2

If new to site: Click on "Download Instructor Resources" to register

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- Premium content and instructions for Blackboard® cartridges and WebCT® e-Packs.

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1. Click the [REQUEST ACCESS](#) link.
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1

Find Product Page by entering ISBN in Search box

The screenshot shows the Cisco Press website interface. At the top right, the search box is highlighted with a red box. Below the search box, the navigation menu includes Home, Products, Safari Bookshelf, Authors, Chapters & Articles, Promotions, and Certification Info. The main content area displays the product page for 'Networking for Home and Small Businesses, CCNA Discovery Learning Guide' by Allan Reid and Jim Lorenz. The product image is highlighted with a red box. Below the product image, the 'Instructor' link is highlighted with a red box. The page also features a 'Join our site today' banner, a price comparison table, and a 'Free FedEx Ground Shipping' offer.

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Home > Bookstore > Cisco Networking Academy > Networking for Home and Small Businesses, CCNA Discovery Learning Guide

Networking for Home and Small Businesses, CCNA Discovery Learning Guide

By Allan Reid, Jim Lorenz.
Published by Cisco Press.
Series: Companion Guide.

[Save to My Wish List](#)

ISBN-10: 1-58713-209-5; ISBN-13: 978-1-58713-209-4; Published: Nov 30, 2007; Copyright 2008; Dimensions 8-1/2x10-7/8; Pages: 600; Edition: 1st.

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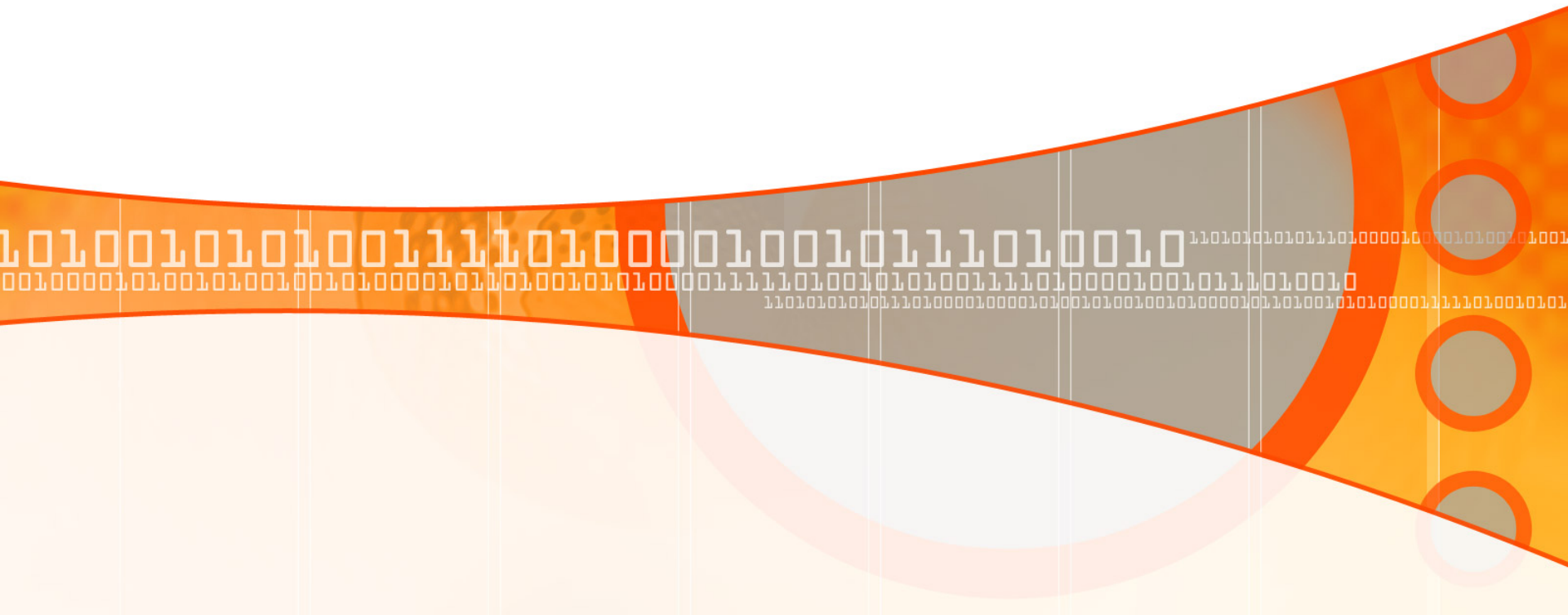
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2

Click on
“Instructor”

Product Features & Best Practices



Top 10 Adoption Factors

1. Prepare students for certification exams
2. Readability level
3. Alternative examples
4. Alternative labs and exercises
5. Quality of screenshots
6. Prepare students for in-class assessments
7. Price
8. Interior design: pedagogy and study features
9. Quality index
10. Supplemental instructor's package

What are the most important factors in adopting a book?

Top 10 Book Features

1. Challenge Questions and Activities
2. “Check Your Understanding” Questions
3. Packet Tracer Exercise Files on CD
4. Packet Tracer Icon Set
5. Key Terms at beginning of chapter
6. Interactive Activities on CD
7. Including all course labs
8. High Quality Glossary
9. “How-To” icon in book
10. Study Guide sections

**What features
do you find
most useful
for your students?**

Questions & Answers

Doug Ingersoll
doug.ingersoll@pearson.com

Mary Beth Ray
marybeth.ray@pearson.com

Thank you for your time!

Cisco Press

A decorative graphic at the bottom of the slide. It features a horizontal band with a gradient from orange to yellow. Overlaid on this band is a pattern of binary code (0s and 1s) in a light gray color. To the right of the band, there are several overlapping circles in shades of orange and gray, creating a modern, tech-oriented aesthetic.